



CULTURAL CWTSH COMMUNICATIONS PACK

Thank you for helping us to spread the word about the Cultural Cwtsh.

The Cultural Cwtsh is a bilingual online resource endorsed by Health Education Improvement Wales. It was created specifically for you and your health and social care colleagues by some of Wales' leading artists to support your wellbeing this spring.

It is inspired by [a growing body of evidence](#) showing the positive impact the arts can have on your mental health and wellbeing.

We hope you'll use it and help us spread the word about its existence among your colleagues.

Context

[A growing body of evidence](#) confirms the positive impact the arts can have on your mental health and wellbeing.

To support health and social care workers in Wales, the Arts Council of Wales has created the Cultural Cwtsh – an online hub brimming with bilingual creative wellbeing resources especially for you.

This unique resource, created in consultation with Health Education Improvement Wales and Social Care Wales, features fun, bitesize activities from some of Wales' leading artists aimed at boosting health and wellbeing and offering restorative 'time out' that many find useful during periods of pressure.

Activities range from portrait painting and creative writing to nature exploration, Bollywood dancing sessions and even singing training. They're all on video and are free to access on demand. Fresh content is added regularly.

To find out more, visit culturalcwtsh.wales

We want the Cultural Cwtsh workshops and activities to be accessed by as many health and social care staff as possible. We encourage you to feature us in your upcoming newsletters or mail-outs.

NEWSLETTER

Let your colleagues, partner organisations and networks know that the Cultural Cwtsh exists and is bursting with free Welsh and English language content for them to enjoy. Feel free to copy and paste the suggested newsletter text below or use it as inspiration to write your own.

Suggested newsletter content:

[A growing body of evidence](#) shows the positive impact the arts can have on our mental health and wellbeing.

Through its extensive Arts and Health programme, the Arts Council of Wales has forged strong working partnerships with colleagues across Health and Social Care. To support and thank you for your service, the Arts Council of Wales has joined forces with some of our top creatives to bring you the Cultural Cwtsh – an online hub brimming with bilingual creative wellbeing resources especially for you.

This unique resource, created in consultation with Health Education Improvement Wales and Social Care Wales, features fun, bitesize activities from some of Wales' leading artists. There is a broad range of activities, including Welsh language sessions from Welsh speaking artists, with fresh content added regularly.

You can learn to sing, juggle, beatbox or Bollywood dance, paint portraits, explore nature or dabble in creative writing and poetry under expert guidance. The activities are all on video and are free to access anywhere on demand - whether on a break mid-shift or at home with family. Discover more here: culturalcwtsh.wales

VIDEOS

[This short video](#) offers a good introduction to the Cultural Cwtsh. Feel free to share it with your networks or add the link to your website or intranet.

Alternatively, we have a couple of social media-friendly clips that you can use. This [first clip](#) aims to uplift while [this one](#) is more relaxing.

PRESS RELEASE

Why not send this press release, in [Welsh](#) or [English](#), to your media partners and contacts to share the news of the Cultural Cwtsh. Alternatively, you could add it to your website.

SPEAKING AND ENGAGEMENT OPPORTUNITIES

The Arts Council of Wales' arts and health team would love the opportunity to talk about the Cultural Cwtsh with you and/or your colleagues. Please contact Elinor Lloyd on elinor.lloyd@arts.wales to discuss any upcoming opportunities.

SOCIAL MEDIA

We've provided some suggested text below for posting on social media, WhatsApp and your own internal channels (eg newsletters or intranet). Again, you can copy and paste this text or use it as inspiration to write your own posts.

Tips for social media:

If you post about this on social media, please tag the following accounts (particularly where you're using images) so Cultural Cwtsh's partners can engage with your content:

Twitter: [Cyngor Celfyddydau Cymru | Arts Council of Wales \(@Arts_Wales_\) / Twitter;](#) [WAHWN Cymru \(@WahwnC\) / Twitter;](#) [Welsh NHS Confed #KeepWalesSafe \(@WelshConfed\) / Twitter;](#) [@SocialCareWales / @GofCymdeithasol;](#) [Health Education and Improvement Wales / Addysg a Gwella Iechyd Cymru \(AaGIC\);](#)

LinkedIn: [Arts Council of Wales: Overview | LinkedIn;](#) [Welsh NHS Confederation: Overview | LinkedIn;](#) [Social Care Wales;](#) [Health, Education and Improvement Wales](#)

Facebook: [Cyngor Celfyddydau Cymru | Arts Council of Wales - Home | Facebook;](#) [WAHWN - Home | Facebook;](#) [Social Care Wales;](#) [Health, Education and Improvement Wales.](#)

GENERAL CULTURAL CWTSH POSTS

TWITTER

1 This spring, a new bilingual site is offering health & care staff the chance to switch off, unlock their creativity & boost wellbeing. It's packed with bitesize activities from Wales' leading artists 🤗 It's here 📄 [culturalcwtsh.wales](#) #nhsheroes #nhsstaff

2 📣 Working in health or social care? Intrigued by the arts' power to boost your mental wellbeing during tough times? Check out Cultural Cwtsh this spring - bitesize arts sessions esp for you from Wales' leading artists 📄 [culturalcwtsh.wales](#) #nhsheroes #nhsstaff

3 Wales' leading artists are inviting NHS & social care staff to switch off from work, discover their creativity & unlock their wellbeing this spring with a new bilingual site packed with activities from leading artists. 🤗 More here 📄 [culturalcwtsh.wales](#) #nhsheroes #nhsstaff

4. 📣 Wales' NHS & care staff. Cultural Cwtsh is a new bilingual site designed to help you switch off from work & get creative to boost your wellbeing. It has lots of fun, bitesize activities 🤗📄. Learn more here 📄 [culturalcwtsh.wales](#) #nhsheroes #nhsstaff

5. 📣 Wales' NHS & care staff. If you've ever fancied learning a new skill – from dancing to beatboxing, juggling to painting - check out this new site from @Arts_Wales_ Designed esp for your wellbeing this spring 📄 #nhsheroes #nhsstaff [culturalcwtsh.wales](#)

LINKEDIN

1 📣 Wales' NHS & care staff. There's a mounting body of evidence showing the positive impact the arts can have on our mental health and wellbeing.

So, as you gear up for another busy spring, the nation's leading artists have united to create a new creative wellbeing site just for you.

The 'Cultural Cwtsh' is packed full of fun, bitesize activities to help you switch off, unlock creativity and boost your wellbeing. There's plenty for Welsh and English speakers and you can access it anywhere, any time.

Discover more here 📍 culturalcwtsh.wales

2. Do you work in health or social care? Are you intrigued by the positive impact the arts can have on your mental health and wellbeing?

This spring, Wales' leading artists invite you to switch off from work, unlock your creativity and boost your wellbeing with a new website packed full of fun, bitesize activities they've created just for you.

It's free, there are Welsh and English language activities to choose from, it's easy to use and you can access it any time, anywhere.

So whether you fancy giving Bollywood dancing a whirl 🕺 or painting a portrait 🎨, flexing your vocal chords or trying some creative writing, check out 📍 culturalcwtsh.wales

FACEBOOK

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2. Do you work in health or social care? Are you intrigued by the positive impact the arts can have on your mental health and wellbeing?

This spring, Wales' leading artists are encouraging you to switch off from work, unlock your creativity and boost your wellbeing with a new website packed full of fun, bitesize activities they've created just for you.

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So whether you fancy giving Bollywood dancing a whirl 🕺 or painting a portrait 🎨, flexing your vocal chords or trying some creative writing, check out 📩 culturalcwtsh.wales

WHATSAPP

📩 Wales' NHS & care staff. In a bid to help you switch off from work stress this spring, unlock creativity & boost your wellbeing, Wales' leading artists have united to create a new bilingual wellbeing resource just for you. It's packed with fun, bitesize activities you can do any time, almost anywhere. There's a mounting body of evidence showing the positive impact the arts can have on our mental health and wellbeing. Discover what it can do for you 📩 culturalcwtsh.wales

SOCIAL MEDIA GRAPHICS

General 'Cultural Cwtsh' graphics in [English](#) / [Welsh](#).

THANK YOU

Thank you for helping us spread the word about Cultural Cwtsh. For support using this communications pack, email elinor.lloyd@arts.wales